

1 of 7

G Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

 $SC = *$

THANKS , ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	5A-6A	ACTION NWS@5AM	:30	\$225.00	09/14-09/14	1	1	1	\$225.00	
	Rating: 1.0											
	2	M	5A-6A	ACTION NWS@5AM	:30	\$225.00	09/17-09/17	1	1	1	\$225.00	
	Rating: 1.0											
	3	TU	5A-6A	ACTION NWS@5AM	:30	\$225.00	09/18-09/18	1	1	1	\$225.00	
	Rating: 1.0											
	4	W	5A-6A	ACTION NWS@5AM	:30	\$225.00	09/19-09/19	1	1	1	\$225.00	
	Rating: 1.0											
	5	TH	5A-6A	ACTION NWS@5AM	:30	\$225.00	09/20-09/20	1	1	1	\$225.00	
	Rating: 1.0											
	6	F	6A-7A	ACTION NWS@6AM	:30	\$450.00	09/14-09/14	1	1	1	\$450.00	
	Rating: 1.2											
	7	M	6A-7A	ACTION NWS@6AM	:30	\$450.00	09/17-09/17	1	1	1	\$450.00	
	Rating: 1.2											
	8	TU	6A-7A	ACTION NWS@6AM	:30	\$450.00	09/18-09/18	1	1	1	\$450.00	
	Rating: 1.2											

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Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

[illegible]

Rep Order#	6838485	Ver#	1	Status	New
EC'd	Yes				

Traffic Order# 6838485

Station	KTNV-TV LAS VEGAS, NV
Advertiser	() .NRCC/IE
Product	NRCC IE 2012
Estimate#	2956
Buyer	Tracey Robinson
Phone#	
Fax#	

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	31	TH	4P-5P	JUDGE JUDY	:30	\$400.00	09/20-09/20	2	1	2	\$800.00	
Rating: 1.6												
	32	F	5P-530P	ACTION NWS@5PM	:30	\$500.00	09/14-09/14	1	1	1	\$500.00	
Rating: 1.9												
	33	M	5P-530P	ACTION NWS@5PM	:30	\$500.00	09/17-09/17	1	1	1	\$500.00	
Rating: 1.9												
	34	TU	5P-530P	ACTION NWS@5PM	:30	\$500.00	09/18-09/18	1	1	1	\$500.00	
Rating: 1.9												
	35	W	5P-530P	ACTION NWS@5PM	:30	\$500.00	09/19-09/19	1	1	1	\$500.00	
Rating: 1.9												
	36	TH	5P-530P	ACTION NWS@5PM	:30	\$500.00	09/20-09/20	1	1	1	\$500.00	
Rating: 1.9												
	37	F	6P-7P	ACTION NWS@6PM	:30	\$750.00	09/14-09/14	1	1	1	\$750.00	
Rating: 1.5												
	38	M	6P-7P	ACTION NWS@6PM	:30	\$750.00	09/17-09/17	1	1	1	\$750.00	
Rating: 1.5												
	39	TU	6P-7P	ACTION NWS@6PM	:30	\$750.00	09/18-09/18	1	1	1	\$750.00	
Rating: 1.5												
	40	W	6P-7P	ACTION NWS@6PM	:30	\$750.00	09/19-09/19	1	1	1	\$750.00	
Rating: 1.5												
	41	TH	6P-7P	ACTION NWS@6PM	:30	\$750.00	09/20-09/20	1	1	1	\$750.00	
Rating: 1.5												

Rep Order#	6838485	Ver#	1	Status	New
EC'd	Yes				

Station	KTNV-TV LAS VEGAS, NV
Advertiser	() .NRCC/IE
Product	NRCC IE 2012
Estimate#	2956
Buyer	Tracey Robinson
Phone#	
Fax#	

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	42	SU	6P-630P	ACTION NWS@6PM	:30	\$500.00	09/16-09/16	1	1	1	\$500.00	
	Rating: 1.8											
	43	F	7P-730P	ACCESS HOLLYWD	:30	\$400.00	09/14-09/14	1	1	1	\$400.00	
	Rating: 1.2											
	44	M	7P-730P	ACCESS HOLLYWD	:30	\$400.00	09/17-09/17	1	1	1	\$400.00	
	Rating: 1.2											
	45	TU	7P-730P	ACCESS HOLLYWD	:30	\$400.00	09/18-09/18	1	1	1	\$400.00	
	Rating: 1.2											
	46	W	7P-730P	ACCESS HOLLYWD	:30	\$400.00	09/19-09/19	1	1	1	\$400.00	
	Rating: 1.2											
	47	TH	7P-730P	ACCESS HOLLYWD	:30	\$400.00	09/20-09/20	1	1	1	\$400.00	
	Rating: 1.2											
	48	F	730P-8P	MILLIONAIRE	:30	\$400.00	09/14-09/14	1	1	1	\$400.00	
	Rating: 1.2											
	49	M	730P-8P	MILLIONAIRE	:30	\$400.00	09/17-09/17	1	1	1	\$400.00	
	Rating: 1.2											
	50	TU	730P-8P	MILLIONAIRE	:30	\$400.00	09/18-09/18	1	1	1	\$400.00	
	Rating: 1.2											
	51	W	730P-8P	MILLIONAIRE	:30	\$400.00	09/19-09/19	1	1	1	\$400.00	
	Rating: 1.2											
	52	TH	730P-8P	MILLIONAIRE	:30	\$400.00	09/20-09/20	1	1	1	\$400.00	
	Rating: 1.2											

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Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	53	M	8P-11P	CMA MUSIC FESTIVAL	:30	\$5,000.00	09/17-09/17	1	1	1	\$5,000.00	
	Rating: 6.0											
	54	TU	9P-11P	B.WALTERS SPL	:30	\$3,500.00	09/18-09/18	1	1	1	\$3,500.00	
	Rating: 4.8											
	55	F	11P-1135P	ACTION NWS@11P	:30	\$1,200.00	09/14-09/14	1	1	1	\$1,200.00	
	Rating: 2.6											
	56	TU	11P-1135P	ACTION NWS@11P	:30	\$1,200.00	09/18-09/18	1	1	1	\$1,200.00	
	Rating: 2.6											
	57	W	11P-1135P	ACTION NWS@11P	:30	\$1,200.00	09/19-09/19	1	1	1	\$1,200.00	
	Rating: 2.6											
	58	TH	11P-1135P	ACTION NWS@11P	:30	\$1,200.00	09/20-09/20	1	1	1	\$1,200.00	
	Rating: 2.6											
	59	F	1135P-1205A	ABC-NITELINE	:30	\$450.00	09/14-09/14	1	1	1	\$450.00	
	Rating: 1.3											
	60	M	1135P-1205A	ABC-NITELINE	:30	\$450.00	09/17-09/17	1	1	1	\$450.00	
	Rating: 1.3											
	61	TU	1135P-1205A	ABC-NITELINE	:30	\$450.00	09/18-09/18	1	1	1	\$450.00	
	Rating: 1.3											
	62	W	1135P-1205A	ABC-NITELINE	:30	\$450.00	09/19-09/19	1	1	1	\$450.00	
	Rating: 1.3											

Station	KTNV-TV LAS VEGAS, NV				Agency	() NATIONAL MEDIA RESEARCH PLANNNING				Rep Firm			
Advertiser	() .NRCC/IE					& PLACEMENT, 815 SLATER LANE				Sales Office () PHILADELPHIA			
Product	NRCC IE 2012					ALEXANDRIA, VA 22314				Salesperson () ANJIE BRADY			
Estimate#	2956				Agency C/P1/P2/E	155/426/2956							
Buyer	Tracey Robinson				Flight Dates	09/14/2012 - 09/20/2012				Salesperson Phone#	215-567-6005		
Phone#					Hiatus Weeks					Salesperson FAX#	215-567-5938		
Fax#													
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
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	63	TH	1135P-1205A	ABC-NITELINE	:30	\$450.00	09/20-09/20	1	1	1	\$450.00		

Rating: 1.3

---REPORT TOTALS---

Report Totals: 71 / \$41,550.00

---SALES MONTHLY TOTALS---

Sep 12: 71 / \$41,550.00

Sales Totals: 71 / \$41,550.00

Station Totals: 71 / \$41,550.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$207,750	KBLR	0%	KLAS	20%	KSNV	29%	KTNV	20%	KTUD	0%
		KVCW	0%	KVMY	3%	KVVU	28%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE